

CHIEF, COMMUNITY HEALTH PROMOTION

DEFINITION:

Under administrative direction, to plan, organize, administer and coordinate comprehensive community health promotion programs and services provided in collaboration with county departments, public and private providers, partnerships and community efforts; to direct the activities and staff of the Community Health Promotion Program; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

Chief, Community Health Promotion (Chief) is a one-position, management class allocated to the Administrative Support Services division of the Health and Human Services Agency (HHSA). Under the direction of the Assistant Director, Health Services the Chief is responsible for directing and coordinating the activities of the Community Health Promotion Program. This class differs from the next higher class, Administrator, Community Health Programs, in that the latter is in the unclassified service responsible for planning and administering multiple countywide health programs and the formulation of policy. The Chief class differs from the next lower class, Assistant Chief, Community Health Promotion in that the Chief is responsible for assisting with the planning and implementation specialized health promotion and education services provided through the Community Health Promotion Program.

EXAMPLES OF DUTIES:

Plans, organizes, develops, administers and evaluates a community health promotion and education program; coordinates the activities of staff members in the development, preparation and distribution of health information pamphlets, films and audio-visual materials to civic and professional groups, schools, health department personnel and the general public; works with administrative personnel in determining the needs and types of in-service education programs; consults with and advises departmental personnel on improved methods of presentation of materials and programs; analyzes impact of legislation; develops and manages public health promotion and education programs and activities mandated by legislation; prepares board letters, grant proposals, critical correspondence, reports and other written materials; represents the department with community contacts, professional associations and the press; works with school and community leaders in developing health education programs; establishes and maintains cooperative working relationships with the public and private agencies prepares and directs the preparation of reports and mass media information on departmental activities; prepares budget estimates and monitors program expenditures; assigns and supervises professionals, clerical workers, graduate students and interns.

MINIMUM QUALIFICATIONS:

Thorough Knowledge of:

- Principles of health care systems and community program planning, evaluation, assessment, intervention strategies and data analysis.
- Federal, state and local health laws, regulations, ordinances, codes and agreements related to health programs and services.
- Fiscal management and budgeting, including principles and practices of health service cost analysis, contractual guidelines and cost containment, and funding strategies.

- Policy and procedure development and implementation related to health/community health promotion programs.
- County government functions, organization and operations.

Thorough Knowledge of:

- Principles, practices, and strategies of disseminating information to public/private providers and the community.
- Principles and practices of supervision and training, personnel management and general administration.

General Knowledge of:

- Principles of survey design and methodology, management information systems, and social marketing.
- Current trends in public health and public health promotion and education.
- Local agencies and health resources in community.
- The General Management System in principle and practice.

Skills and Abilities to:

- Plan, organize, direct and evaluate comprehensive community health promotion services.
- Direct long-range community health promotion planning activities.
- Provide community health promotion analysis and recommended intervention strategies.
- Conduct presentations before diverse public/private entities.
- Formulate and implement policies and procedures.
- Manage a variety of health promotion programs to ensure conformance to laws, regulations and ordinances.
- Analyze the impact of proposed legislation.
- Provide fiscal forecasting for community health promotion activities.
- Direct the preparation of annual program and contractual budgets.
- Prepare critical correspondence and present oral and administrative reports.
- Communicate effectively with professional, administrative, legislative, municipal and collaborative representatives.
- Coordinate mass media campaigns.
- Supervise, train and evaluate the work of subordinate staff.

EDUCATION/EXPERIENCE:

Education, training, and/or experience, which clearly demonstrate possession of the knowledge, skills and abilities stated above. An example of qualifying education/experience is: a master's degree in public health education or community health promotion from a college or university accredited by the Council on Education for Public Health (formerly the American Public Health Association) (California Administrative Code, Title 17, Section 1304), AND, five (5) years of full-time experience planning and managing community health promotion and education, preferably in a local health department. At least two (2) of those years must have been at the administrative and supervisory level.

SPECIAL NOTES, LICENSES, OR REQUIREMENTS:

License:

A valid California Class C driver's license or the ability to arrange transportation for field travel is required at time of appointment. Employees in this class may be required to use their personal vehicle.

Probationary Period:

Incumbents appointed to permanent positions in this class shall serve a probationary period of twelve (12) months

(Civil Service Rule 4.2.5).